

## DUPLICATE INVOICE



**WESH**  
**1021 N. Wymore Rd.**  
**Winter Park, FL 32789**  
**Main: (407)645-2222**  
**Billing: (407)389-7661**

www.wesh.com

Billing Address:

**Crossroads Media**  
**Attention: Accounts Payable**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
936459-1	09/16/12	September 2012	08/27/12 - 09/14/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
American Crossroads - Issi	AMERICAN CROSSROADS	690

Flight Dates	Order #	Alt Order #
09/05/12 - 09/14/12	936459	07892671

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/06/12	09/06/12	M-F Early Sunrise	5:00-6:00 AM	---1---	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	---1---	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Th	09/06/12	5:23 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV14ACH	\$350.00 NM
2	09/10/12	09/12/12	M-F Early Sunrise	5:00-6:00 AM	1-1----	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	1-1----	2	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	09/10/12	5:21 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV14ACH	\$400.00 NM
2	WESH	W	09/12/12	5:52 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV14ACH	\$400.00 NM
3	09/05/12	09/07/12	M-F Sunrise @6AM	6:00-7:00 AM	--1-1--	:30	2	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	--1-1--	2	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	09/05/12	6:14 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	USPRTV14ACH	\$1,000.00 NM
2	WESH	F	09/07/12	6:28 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	USPRTV14ACH	\$1,000.00 NM
4	09/11/12	09/13/12	M-F Sunrise @6AM	6:00-7:00 AM	-1-1---	:30	2	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	-1-1---	2	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	09/11/12	6:29 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	USPRTV14ACH	\$1,100.00 NM
1	WESH	Th	09/13/12	6:24 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	USPRTV14ACH	\$1,100.00 NM
5	09/10/12	09/13/12	NBC Today Show	7:00-9:00 AM	1111---	:30	4	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	1111---	4	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	09/10/12	8:30 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV14ACH	\$1,400.00 NM
2	WESH	Tu	09/11/12	7:22 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV14ACH	\$1,400.00 NM
3	WESH	W	09/12/12	8:44 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV14ACH	\$1,400.00 NM
4	WESH	Th	09/13/12	7:29 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV14ACH	\$1,400.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

# DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
936459-1	09/16/12	September 2012	08/27/12 - 09/14/12

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMERICAN CROSSROADS	690

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
5	09/10/12	09/13/12	NBC Today Show Class of Time - Pre-emptible with notice	7:00-9:00 AM	1111---	:30	4	\$1,400.00	NM	
6	09/05/12	09/07/12	NBC Today Show Class of Time - Pre-emptible with notice	7:00-9:00 AM	--111--	:30	3	\$1,300.00	NM	
Weeks:	<u>Start Date</u> 09/03/12	<u>End Date</u> 09/09/12			<u>MTWTFSS</u> --111--		<u>Spots/Week</u> 3	<u>Rate</u> \$1,300.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4	WESH	W	09/05/12	7:29 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV14ACH	\$1,300.00	NM
2	WESH	Th	09/06/12	7:56 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV14ACH	\$1,300.00	NM
3	WESH	F	09/07/12	8:38 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV14ACH	\$1,300.00	NM
7	09/05/12	09/07/12	Regis & Kelly 9-10 AM Class of Time - Pre-emptible with notice	9:00-10:00 AM	--1-1--	:30	2	\$650.00	NM	
Weeks:	<u>Start Date</u> 09/03/12	<u>End Date</u> 09/09/12			<u>MTWTFSS</u> --1-1--		<u>Spots/Week</u> 2	<u>Rate</u> \$650.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WESH	W	09/05/12	9:59 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV14ACH	\$650.00	NM
2	WESH	F	09/07/12	9:55 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV14ACH	\$650.00	NM
8	09/11/12	09/13/12	Regis & Kelly 9-10 AM Class of Time - Pre-emptible with notice	9:00-10:00 AM	-1-1---	:30	2	\$700.00	NM	
Weeks:	<u>Start Date</u> 09/10/12	<u>End Date</u> 09/16/12			<u>MTWTFSS</u> -1-1---		<u>Spots/Week</u> 2	<u>Rate</u> \$700.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WESH	Tu	09/11/12	9:33 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV14ACH	\$700.00	NM
2	WESH	Th	09/13/12	9:59 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV14ACH	\$700.00	NM
9	09/10/12	09/12/12	NBC Today Show II Class of Time - Fixed Non Pre-emptible	10AM-11AM	1-1----	:30	2	\$600.00	NM	
Weeks:	<u>Start Date</u> 09/10/12	<u>End Date</u> 09/16/12			<u>MTWTFSS</u> 1-1----		<u>Spots/Week</u> 2	<u>Rate</u> \$600.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WESH	M	09/10/12	10:58 AM	NBC Today Show II	10AM-11AM	:30	USPRTV14ACH	\$600.00	NM
2	WESH	W	09/12/12		NBC Today Show II	10AM-11AM	:00		<del>\$600.00</del>	NM
			See MG 9.3							
3	WESH	F	09/14/12	3:32 PM	M-F 3-4 PM	3:00-4:00 PM	:30	USPRTV14ACH	\$600.00	NM
			MG for 9.2 09/12							
10	09/06/12	09/06/12	NBC Today Show II Class of Time - Pre-emptible with notice	10AM-11AM	---1---	:30	1	\$550.00	NM	
Weeks:	<u>Start Date</u> 09/03/12	<u>End Date</u> 09/09/12			<u>MTWTFSS</u> ---1---		<u>Spots/Week</u> 1	<u>Rate</u> \$550.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
2	WESH	Th	09/06/12	10:58 AM	NBC Today Show II	10AM-11AM	:30	USPRTV14ACH	\$550.00	NM
11	09/05/12	09/07/12	NBC Today Show III Class of Time - Pre-emptible with notice	11AM-12PM/10-11A	--1-1--	:30	2	\$500.00	NM	
Weeks:	<u>Start Date</u> 09/03/12	<u>End Date</u> 09/09/12			<u>MTWTFSS</u> --1-1--		<u>Spots/Week</u> 2	<u>Rate</u> \$500.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WESH	W	09/05/12	11:29 AM	NBC Today Show III	11AM-12PM/10-11A	:30	USPRTV14ACH	\$500.00	NM
2	WESH	F	09/07/12	11:51 AM	NBC Today Show III	11AM-12PM/10-11A	:30	USPRTV14ACH	\$500.00	NM
12	09/11/12	09/13/12	NBC Today Show III Class of Time - Pre-emptible with notice	11AM-12PM/10-11A	-111---	:30	3	\$550.00	NM	
Weeks:	<u>Start Date</u> 09/10/12	<u>End Date</u> 09/16/12			<u>MTWTFSS</u> -111---		<u>Spots/Week</u> 3	<u>Rate</u> \$550.00		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WESH	Tu	09/11/12	11:51 AM	NBC Today Show III	11AM-12PM/10-11A	:30	USPRTV14ACH	\$550.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

# DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
936459-1	09/16/12	September 2012	08/27/12 - 09/14/12
Advertiser	Product	Estimate Number	
American Crossroads - Iss	AMERICAN CROSSROADS	690	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	09/11/12	09/13/12	NBC Today Show III	11AM-12PM/10-11A	-111---	:30	3	\$550.00	NM
Class of Time - Pre-emptible with notice									
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
2	WESHW		09/12/12	11:29 AM	NBC Today Show III	11AM-12PM/10-11A	:30	USPRTV14ACH	\$550.00 NM
3	WESHTh		09/13/12	11:52 AM	NBC Today Show III	11AM-12PM/10-11A	:30	USPRTV14ACH	\$550.00 NM
13	09/06/12	09/06/12	M-F NOON NEWS 12-12:12:00-12:30 PM	12:00-12:30 PM	---1---	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/03/12	09/09/12	---1---	1	\$300.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
2	WESHTh		09/06/12	12:24 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	USPRTV14ACH	\$300.00 NM
14	09/10/12	09/12/12	M-F NOON NEWS 12-12:12:00-12:30 PM	12:00-12:30 PM	1-1----	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/10/12	09/16/12	1-1----	2	\$400.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
2	WESHM		09/10/12	12:14 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	USPRTV14ACH	\$400.00 NM
1	WESHW		09/12/12	12:24 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	USPRTV14ACH	\$400.00 NM
15	09/05/12	09/07/12	Days of Our Lives	1:00-2:00 PM	--1-1--	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/03/12	09/09/12	--1-1--	2	\$400.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
2	WESHW		09/05/12	1:45 PM	Days of Our Lives	1:00-2:00 PM	:30	USPRTV14ACH	\$400.00 NM
1	WESHF		09/07/12	1:45 PM	Days of Our Lives	1:00-2:00 PM	:30	USPRTV14ACH	\$400.00 NM
16	09/11/12	09/13/12	Days of Our Lives	1:00-2:00 PM	-1-1---	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/10/12	09/16/12	-1-1---	2	\$600.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
1	WESH Tu		09/11/12	1:59 PM	Days of Our Lives	1:00-2:00 PM	:30	USPRTV14ACH	\$600.00 NM
2	WESH Th		09/13/12	1:47 PM	Days of Our Lives	1:00-2:00 PM	:30	USPRTV14ACH	\$600.00 NM
17	09/06/12	09/06/12	M-F 3-4 PM	3:00-4:00 PM	---1---	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/03/12	09/09/12	---1---	1	\$450.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
2	WESH Th		09/06/12	3:47 PM	M-F 3-4 PM	3:00-4:00 PM	:30	USPRTV14ACH	\$450.00 NM
18	09/12/12	09/12/12	M-F 3-4 PM	3:00-4:00 PM	--W----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/10/12	09/16/12	--W----	1	\$600.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
1	WESHW		09/12/12	3:37 PM	M-F 3-4 PM	3:00-4:00 PM	:30	USPRTV14ACH	\$600.00 NM
19	09/05/12	09/07/12	M-F 4-5 PM NEWS	M-F 4-5 PM	--1-1--	:30	2	\$800.00	NM
Class of Time - Pre-emptible with notice									
<b>Weeks:</b>	<b>Start Date</b>	<b>End Date</b>	<b>MTWTFSS</b>	<b>Spots/Week</b>	<b>Rate</b>				
	09/03/12	09/09/12	--1-1--	2	\$800.00				
<b>Spots: #</b>	<b>Ch</b>	<b>Day</b>	<b>Air Date</b>	<b>Air Time</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Length</b>	<b>Ad-ID</b>	<b>Rate Type</b>
1	WESHW		09/05/12	4:29 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV14ACH	\$800.00 NM
2	WESHF		09/07/12	4:36 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV14ACH	\$800.00 NM
20	09/11/12	09/13/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-1-1---	:30	2	\$800.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
We warrant that the actual broadcast information shown on this invoice was taken from the program log.



## DUPLICATE INVOICE

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**



Invoice #	Invoice Date	Invoice Month	Invoice Period
936459-1	09/16/12	September 2012	08/27/12 - 09/14/12
Advertiser	Product	Estimate Number	
American Crossroads - Iss	AMERICAN CROSSROADS	690	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	-1-1---	2	\$800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WESH	Tu	09/11/12	4:12 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV14ACH	\$800.00	NM
1 WESH	Th	09/13/12	4:26 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV14ACH	\$800.00	NM
21	09/10/12	09/12/12	M-F 5-6 PM ROT	5:00-6:00 PM	1-1----	:30	2	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	1-1----	2	\$1,100.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WESH	M	09/10/12	5:24 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV14ACH	\$1,100.00	NM
1 WESH	W	09/12/12	5:21 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV14ACH	\$1,100.00	NM
22	09/05/12	09/07/12	M-F 5-6 PM ROT	5:00-6:00 PM	--111--	:30	3	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	--111--	3	\$900.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 WESH	W	09/05/12	5:29 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV14ACH	\$900.00	NM
4 WESH	Th	09/06/12	5:26 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV14ACH	\$900.00	NM
2 WESH	F	09/07/12	5:41 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV14ACH	\$900.00	NM
23	09/05/12	09/06/12	M-F 6-6:30 PM	M-F 6-6:30 PM	--11---	:30	2	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	--11---	2	\$1,800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 WESH	W	09/05/12	6:22 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	USPRTV14ACH	\$1,800.00	NM
2 WESH	Th	09/06/12	6:13 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	USPRTV14ACH	\$1,800.00	NM
24	09/10/12	09/13/12	M-F 6-6:30 PM	M-F 6-6:30 PM	1111---	:30	4	\$2,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	1111---	4	\$2,000.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WESH	M	09/10/12	6:12 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	USPRTV14ACH	\$2,000.00	NM
3 WESH	Tu	09/11/12	6:11 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	USPRTV14ACH	\$2,000.00	NM
1 WESH	W	09/12/12	6:22 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	USPRTV14ACH	\$2,000.00	NM
4 WESH	Th	09/13/12	6:22 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	USPRTV14ACH	\$2,000.00	NM
25	09/10/12	09/12/12	M-F Entertainment Tonight	7:00-7:30 PM	1-1----	:30	2	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	1-1----	2	\$1,400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WESH	M	09/10/12	7:29 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	USPRTV14ACH	\$1,400.00	NM
2 WESH	W	09/12/12	7:10 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	USPRTV14ACH	\$1,400.00	NM
26	09/06/12	09/06/12	M-F Entertainment Tonight	7:00-7:30 PM	---1---	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	---1---	1	\$1,200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WESH	Th	09/06/12	7:28 PM	M-F Entertainment Tonight	7:00-7:30 PM	:30	USPRTV14ACH	\$1,200.00	NM
27	09/11/12	09/13/12	M-F Access Hollywood	Access Hollywood	-1-1---	:30	2	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser).  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

# DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
936459-1	09/16/12	September 2012	08/27/12 - 09/14/12
Advertiser	Product	Estimate Number	
American Crossroads - Iss	AMERICAN CROSSROADS	690	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
27	09/11/12	09/13/12	M-F Access Hollywood	Access Hollywood /	-1-1---	:30	2	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
	09/10/12	09/16/12	-1-1---				2	\$1,400.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/11/12	7:55 PM	M-F Access Hollywood	Access Hollywood /	:30	USPRTV14ACH	\$1,400.00 NM
2	WESH	Th	09/13/12	7:42 PM	M-F Access Hollywood	Access Hollywood /	:30	USPRTV14ACH	\$1,400.00 NM
28	09/05/12	09/07/12	M-F Access Hollywood	Access Hollywood /	--111--	:30	3	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/03/12	09/09/12	--111--	3	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	W	09/05/12		M-F Access Hollywood	Access Hollywood /	:00		<del>\$1,200.00</del> NM
See MG 36.2, 36.3, 36.4, 36.5									
2	WESH	Th	09/06/12	7:54 PM	M-F Access Hollywood	Access Hollywood /	:30	USPRTV14ACH	\$1,200.00 NM
1	WESH	F	09/07/12	7:43 PM	M-F Access Hollywood	Access Hollywood /	:30	USPRTV14ACH	\$1,200.00 NM
29	09/10/12	09/10/12	Mon NBC Prime VOICE	Prime Other	M-----	:30	1	\$9,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/10/12	09/16/12	M-----	1	\$9,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	09/10/12	9:20 PM	Mon NBC Prime VOICE	Prime Other	:30	USPRTV14ACH	\$9,000.00 NM
30	09/06/12	09/06/12	M-Su News @ 11PM	11-1135p	---1---	:30	1	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/03/12	09/09/12	---1---	1	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Th	09/06/12	11:25 PM	M-Su News @ 11PM	11-1135p	:30	USPRTV14ACH	\$1,400.00 NM
31	09/10/12	09/12/12	M-Su News @ 11PM	11-1135p	1-1----	:30	2	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/10/12	09/16/12	1-1----	2	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	09/10/12	11:26 PM	M-Su News @ 11PM	11-1135p	:30	USPRTV14ACH	\$1,800.00 NM
2	WESH	W	09/12/12	11:26 PM	M-Su News @ 11PM	11-1135p	:30	USPRTV14ACH	\$1,800.00 NM
32	09/05/12	09/07/12	NBC Tonight Show	11:35P-12:35XM	--1-1--	:30	2	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/03/12	09/09/12	--1-1--	2	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	09/05/12		NBC Tonight Show	11:35P-12:35XM	:00		<del>\$700.00</del> NM
See MG 36.2, 36.3, 36.4, 36.5									
2	WESH	F	09/07/12	11:48 PM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV14ACH	\$700.00 NM
33	09/11/12	09/13/12	NBC Tonight Show	11:35P-12:35XM	-111---	:30	3	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/10/12	09/16/12	-111---	3	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/11/12	12:09 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV14ACH	\$800.00 NM
3	WESH	W	09/12/12	12:20 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV14ACH	\$800.00 NM
2	WESH	Th	09/13/12	11:45 PM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV14ACH	\$800.00 NM
34	09/07/12	09/07/12	NBC Prime DATELINE	10:00-11:00 PM	----F--	:30	1	\$2,500.00	NM
Class of Time - Pre-emptible with notice									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser):  
We warrant that the actual broadcast information shown on this invoice was taken from the program log

# DUPLICATE INVOICE

Send Payment To:



**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**

Invoice #	Invoice Date	Invoice Month	Invoice Period
936459-1	09/16/12	September 2012	08/27/12 - 09/14/12
Advertiser	Product	Estimate Number	
American Crossroads - Iss	AMERICAN CROSSROADS	690	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
34	09/07/12	09/07/12	NBC Prime DATELINE	10:00-11:00 PM	----F--	:30	1	\$2,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	----F--	1	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	09/07/12	10:31 PM	NBC Prime DATELINE	10:00-11:00 PM	:30	USPRTV14ACH	\$2,500.00 NM
35	09/08/12	09/08/12	NBC Saturday	Sat 8-10am	-----S-	:30	1	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----S-	1	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/08/12	9:00 AM	NBC Saturday	Sat 8-10am	:30	USPRTV14ACH	\$1,100.00 NM
36	09/08/12	09/08/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S-	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----S-	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WESH	Th	09/06/12	9:53 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV14ACH	\$800.00 NM
MG for 28.3,32.1,36.1									
3	WESH	F	09/07/12	12:27 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	USPRTV14ACH	\$500.00 NM
MG for 28.3,32.1,36.1									
1	WESH	Sa	09/08/12		SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:00		<del>\$900.00</del> NM
See MG 36.2,36.3,36.4,36.5									
2	WESH	W	09/12/12	4:53 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV14ACH	\$1,000.00 NM
MG for 28.3,32.1,36.1									
4	WESH	Th	09/13/12	5:23 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV14ACH	\$500.00 NM
MG for 28.3,32.1,36.1									
37	09/09/12	09/09/12	NBC Sunday Today	8:00-9:00 AM/9-11A	-----S	:30	1	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----S	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/09/12	8:30 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	USPRTV14ACH	\$1,600.00 NM
38	09/09/12	09/09/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S	:30	1	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----S	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/09/12	6:27 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	USPRTV14ACH	\$900.00 NM
39	09/14/12	09/14/12	NBC Today Show	7:00-9:00 AM	----F--	:30	1	\$1,300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	----F--	1	\$1,300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	09/14/12	7:59 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV14ACH	\$1,300.00 NM
40	09/14/12	09/14/12	NBC Today Show II	10AM-11AM	----F--	:30	1	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	----F--	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	09/14/12	10:56 AM	NBC Today Show II	10AM-11AM	:30	USPRTV14ACH	\$550.00 NM
41	09/14/12	09/14/12	M-F 3-4 PM	3:00-4:00 PM	----F--	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertiser](http://www.hearsttelevision.com/for_advertiser)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



## DUPLICATE INVOICE

Send Payment To:

**WESH**  
**P O Box 26876**  
**Lehigh Valley, PA 18002-6876**  
**FIN# 59-3186949**



Invoice #	Invoice Date	Invoice Month	Invoice Period
936459-1	09/16/12	September 2012	08/27/12 - 09/14/12
Advertiser	Product	Estimate Number	
American Crossroads - Iss	AMERICAN CROSSROADS	690	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
41	09/14/12	09/14/12	M-F 3-4 PM Class of Time - Pre-emptible with notice	3:00-4:00 PM	----F--	:30	1	\$450.00	NM
09/10/12 09/16/12 ----F-- 1 \$450.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHF 09/14/12 3:54 PM M-F 3-4 PM 3:00-4:00 PM :30 USPRTV14ACH \$450.00 NM									
42	09/14/12	09/14/12	M-F NOON NEWS 12-12:12:00-12:30 PM Class of Time - Immediately Pre-emptible without notice	12:00-12:30 PM	----F--	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 ----F-- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHF 09/14/12 11:59 AM M-F NOON NEWS 12-12:30 12:00-12:30 PM :30 USPRTV14ACH \$300.00 NM									
43	09/14/12	09/14/12	M-F 5-6 PM ROT Class of Time - Pre-emptible with notice	5:00-6:00 PM	----F--	:30	1	\$900.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 ----F-- 1 \$900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHF 09/14/12 5:14 PM M-F 5-6 PM ROT 5:00-6:00 PM :30 USPRTV14ACH \$900.00 NM									
44	09/14/12	09/14/12	M-F 6-6:30 PM Class of Time - Fixed Non Pre-emptible	M-F 6-6:30 PM	----F--	:30	1	\$1,800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 ----F-- 1 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHF 09/14/12 6:11 PM M-F 6-6:30 PM M-F 6-6:30 PM :30 USPRTV14ACH \$1,800.00 NM									
45	09/14/12	09/14/12	M-F Entertainment Tonight 7:00-730 PM Class of Time - Pre-emptible with notice	7:00-730 PM	----F--	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 ----F-- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHF 09/14/12 7:16 PM M-F Entertainment Tonight 7:00-730 PM :30 USPRTV14ACH \$1,200.00 NM									
46	09/14/12	09/14/12	M-Su News @ 11PM Class of Time - Pre-emptible with notice	11-1135p	----F--	:30	1	\$1,400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 ----F-- 1 \$1,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHF 09/14/12 11:31 PM M-Su News @ 11PM 11-1135p :30 USPRTV14ACH \$1,400.00 NM									
47	09/14/12	09/14/12	M-F Early Sunrise Class of Time - Pre-emptible with notice	5:00-6:00 AM	----F--	:30	1	\$350.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 ----F-- 1 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESHF 09/14/12 5:13 AM M-F Early Sunrise 5:00-6:00 AM :30 USPRTV14ACH \$350.00 NM									
<b>Total Spots</b>							<b>82</b>		

## Payment Terms 30 Days

Gross Total	\$89,250.00
Agency Commission	\$13,387.50
Net Amount Due	\$75,862.50